RESEARCH BRIEF

University of Notre Dame ESTEEM × HONOR Data Rights Management

ATHLETES GENERATE THE DATA & TEAMS USE IT. BUT HOW DO YOU UNLEASH IT?

We interviewed administrators and athletes across top Division I programs. They told us the same thing: athlete data is valuable, widely used, but not secure, protected, or commercialized like it could be. Here's what we found, and how to close the gap.

Athlete data includes: Health | Medical | Biometric | Biomechanical | Tracking | Performance

87.5%
of programs interviewed rank among the 75 most valuable in college sports*

58%
come from the Top 30, and a quarter from the Top 10

~1 in 2
interviewees hold an Associate Athletic Director role or above

WHAT WE FOUND

01 A real knowledge gap
Athletes and athletic departments rely on data to boost performance, but few understand the trade-offs of collecting it.

02 Risks no one is tracking
Most interviewees hadn't weighed the privacy, ownership, contract, and compliance questions athlete data raises.

03 Education starts with athletes + staff
Athletes want and deserve to know what's collected from them, so they can decide how it's used. AD Staff must be educated so they can implement policies/procedures, manage the data, and reduce risks.

04 Data now drives revenue
With revenue sharing alongside NIL, athlete data powers performance and income. Stakeholders want to get it right but don't know what to do.

WHO WE HEARD FROM



- Top 10 · 25%
- Top 20 · 8.3%
- Top 30 · 25%
- Top 50 · 25%
- Top 70 · 4.2%
- Other D1 · 12.5%

Interviews with athletic directors, athletes, NIL leaders, sports scientists, and business professionals.

> **"EDUCATING ATHLETES AND AD LEADERS IS A TOP PRIORITY.**
>
> "Our university abandoned a project to use athlete data due to legal constraints because we did not know how to use the data the way we wanted to."
>
> — ACC Athletic Director

IS YOUR PROGRAM READY? LEARN HOW TO UNLEASH YOUR DATA.

HONOR helps athletes, teams, and their data partners own, control, protect and commercialize their data in compliant ways. Contact us at **info@honordrm.com** for an assessment. Learn more at **honordrm.com**

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Interviews conducted September 2024 – March 2025 by the ESTEEM Graduate Program, University of Notre Dame, with HONOR Data Rights Management. *Rankings per CNBC's 75 most valuable college athletic programs, published Dec. 19, 2024.